



PHANDA
PUSHA
PLAY



22 August 2022

ITHUBA notes the concern surrounding claims regarding how funds may have been misused by peoples or entities involved in the National Lottery ecosystem. These claims have drawn attention to an unrelated new educational campaign promoting the lottery through collaborations with several local influencers. ITHUBA wishes to assure that the campaign does not relate to the abovementioned allegations at all.

ITHUBA is an entirely separate entity from the National Lotteries Commission (NLC), and is the third Licence Operator for the National Lottery, appointed by the NLC and the Department of Trade Industry and Competition (DTI) and regulated by the NLC.

Through our licence agreement, each year ITHUBA contributes a high percentage of total sales that goes in the National Lottery Distribution Fund. ITHUBA makes these payments weekly. ITHUBA is not responsible for the distribution or the selection of beneficiaries of the money allocated to good causes.

All funding/sponsoring is administered by the NLC, responsible for the distribution or selection of beneficiaries of the money allocated to good causes by the National Lottery. ITHUBA is responsible for managing the National Lottery game design, innovation, technology and driving jackpot, winner and public awareness through consumer education, marketing, and communication campaigns.

Part of our duty is to inform and enlighten society on the benefits the National Lottery brings to South Africa. ITHUBA has embarked on numerous promotional campaigns, often working with local celebrities, influencers and other people of high standing. These campaigns do not attempt to create narratives that concern the internal operations of the NLC. While ITHUBA has a healthy partnership with the NLC, we maintain our independence and respect theirs.

We wish to assure interested parties that our educational campaigns are only to help highlight the benefits of the National Lottery. We work closely with our collaborators and ensure they are fairly paid for their time and contribution. ITHUBA puts every effort into ensuring we deliver captive, accurate and informative messaging through our media and social media campaigns.

ITHUBA appreciates the vital contribution and value made by the South African media. We see the media as crucial to nation-building, a fundamental part of ITHUBA's culture. Since its inception, ITHUBA has continually demonstrated and reinforced ethical leadership and good governance. Our well-documented community outreach programmes - including but not limited to education, enterprise development and housing - have and continue to make a significant difference in the lives of marginalised and disadvantaged sections of our communities.

Examples of ITHUBA's direct philanthropy include supporting the university fees of nearly 200 underprivileged students since 2015, our ongoing ITHUBA Youth Enterprise Development

Programme, and most recently, ITHUBA's community drive to help victims of the floods in KwaZulu-Natal.

In conclusion, ITHUBA wants to affirm that our campaigns - including those involving local celebrities and influencers - only serve to promote the National Lottery and its benefits to South Africans.